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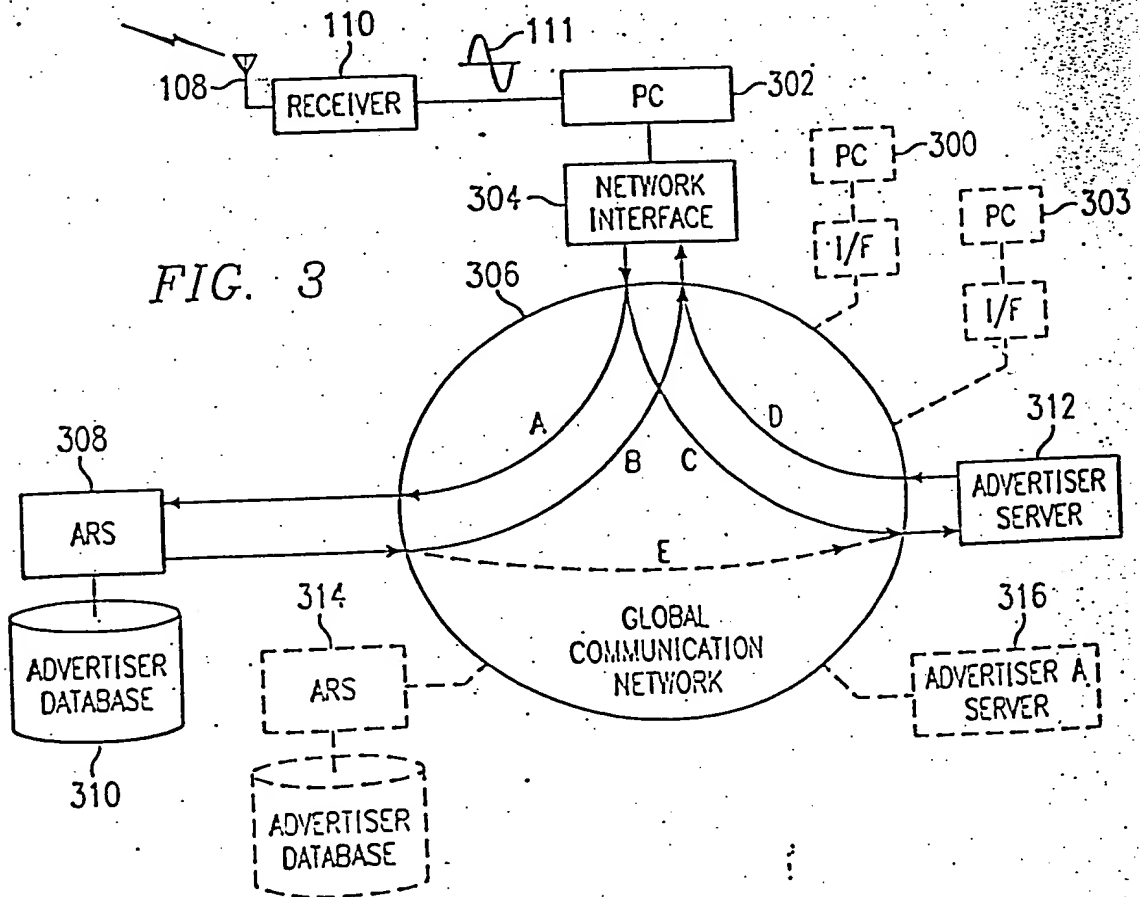
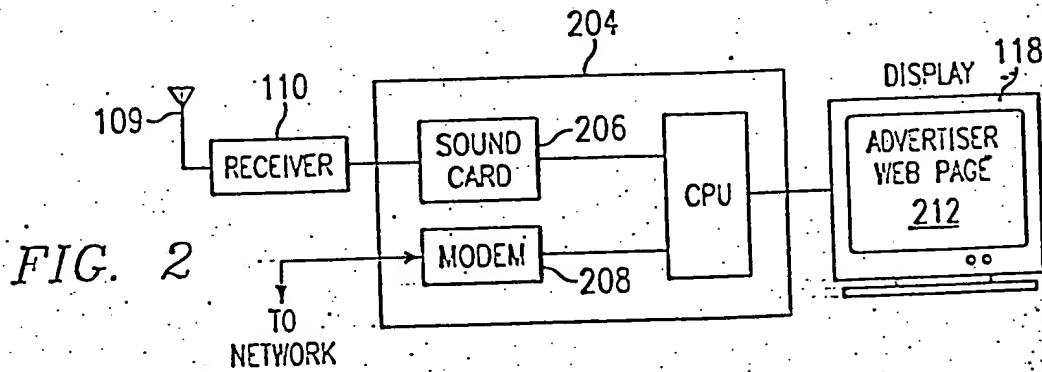
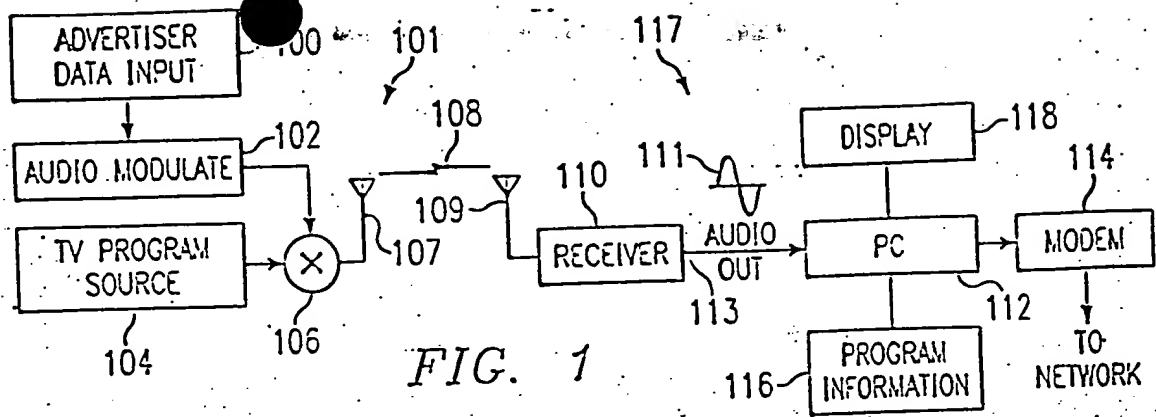
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PATH A: SOURCE TO ARS



FIG. 4a

PATH B: ARS TO SOURCE

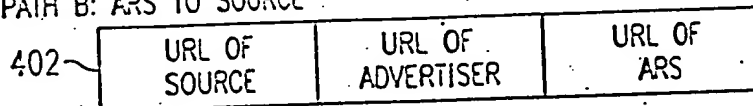


FIG. 4b

PATH C: SOURCE TO ADVERTISER

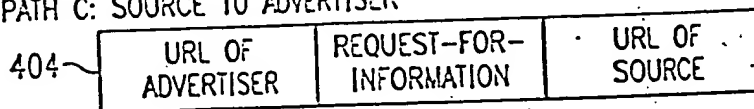


FIG. 4c

PATH D: ADVERTISER TO SOURCE

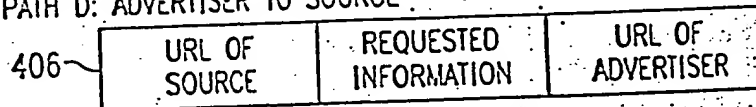


FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)

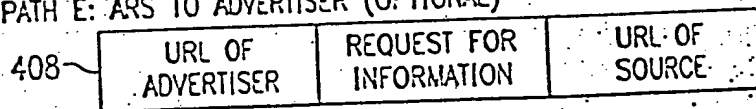


FIG. 4e

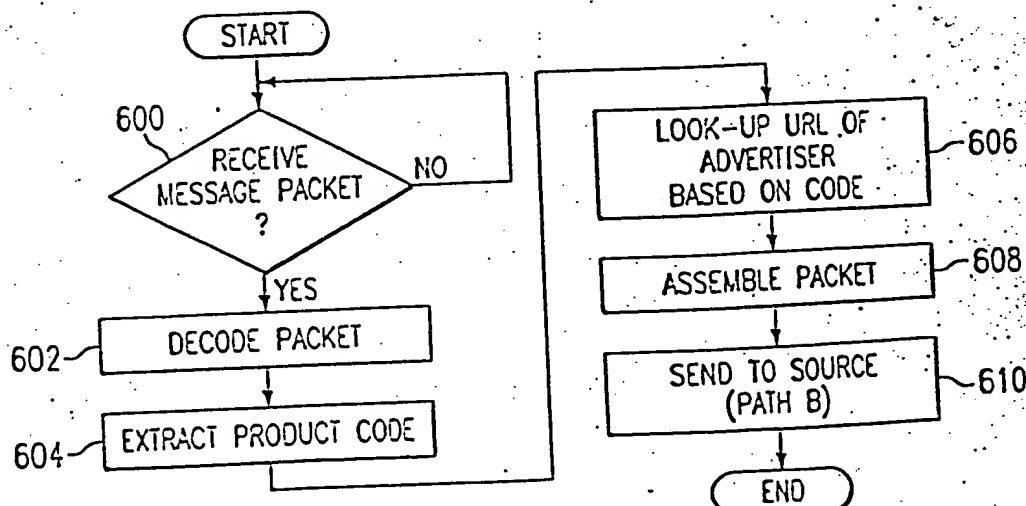


FIG. 6

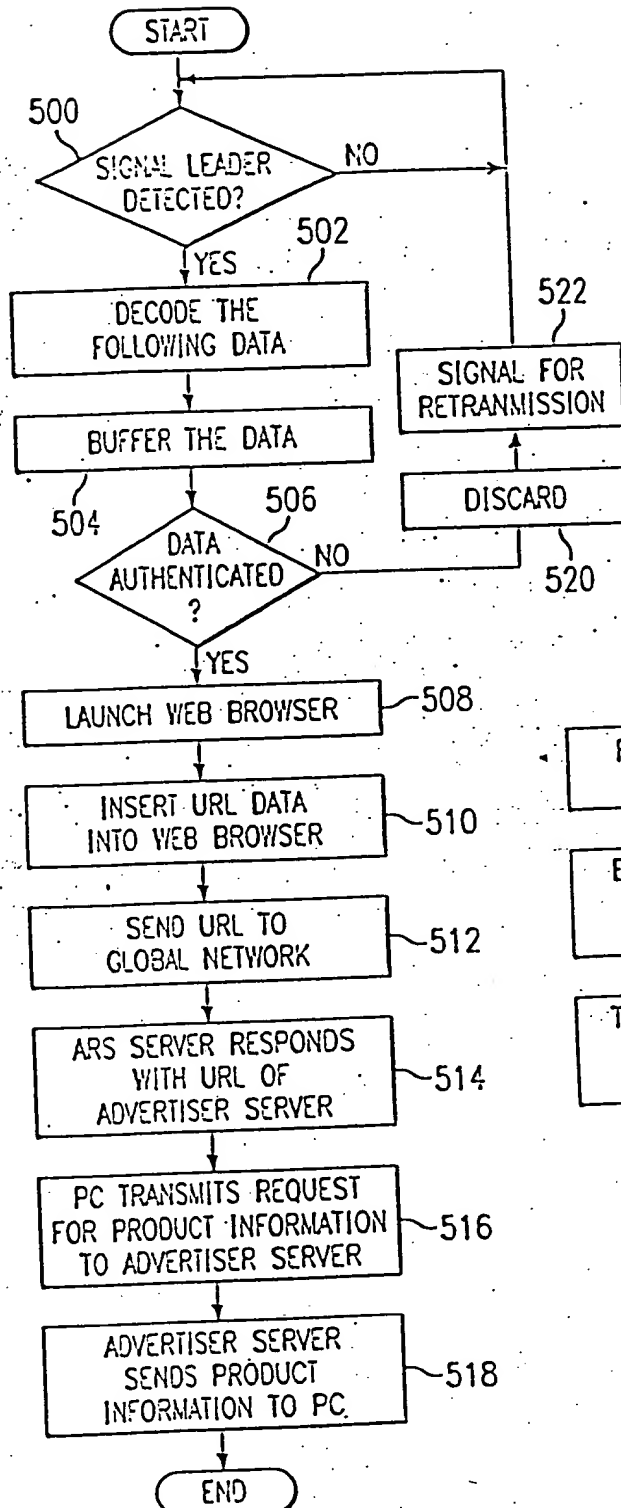


FIG. 5

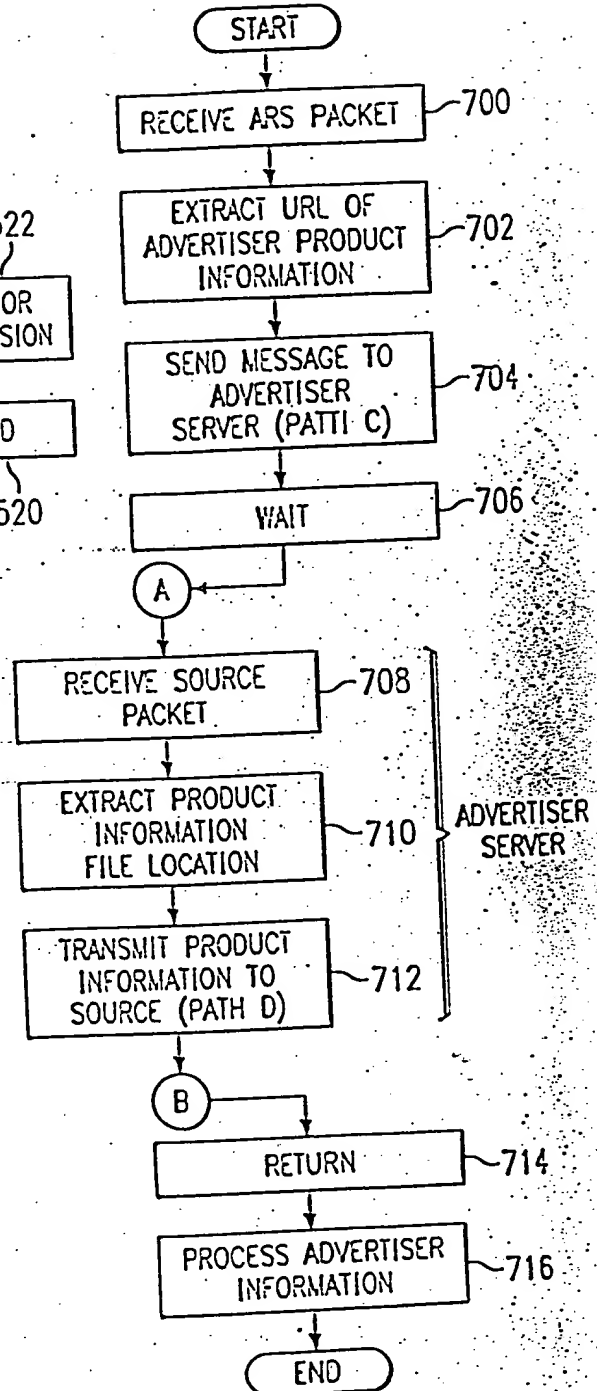


FIG. 7

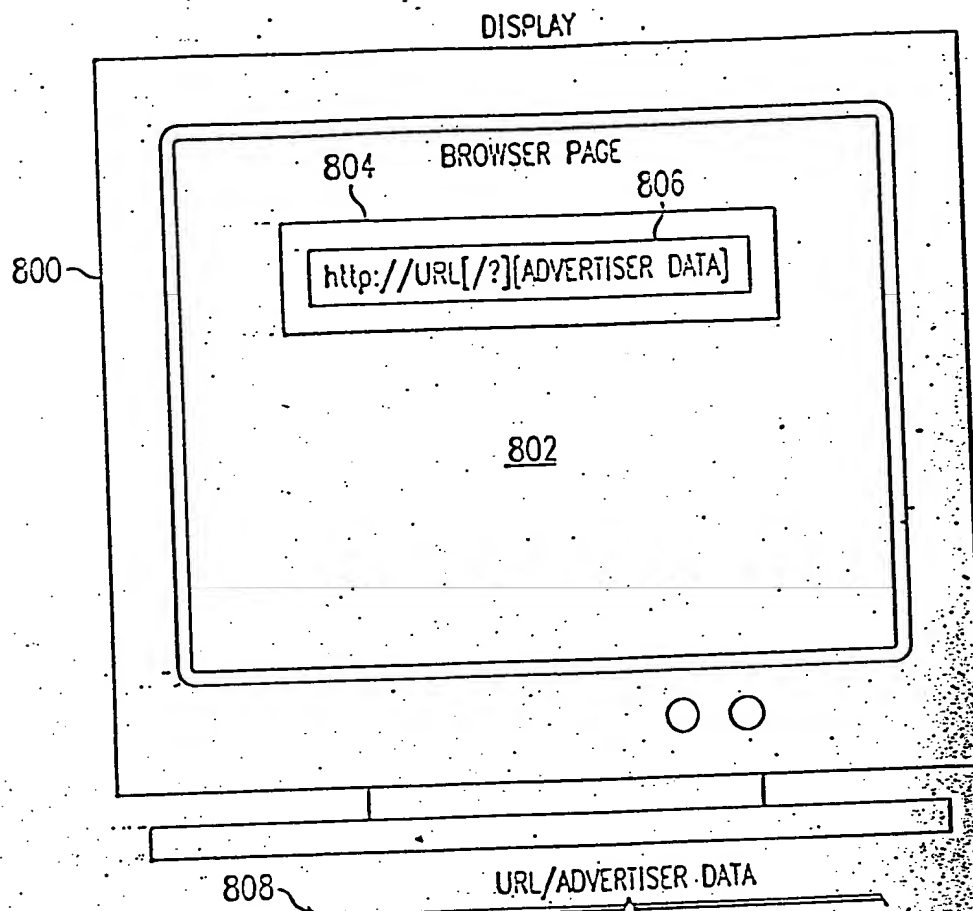


FIG. 8

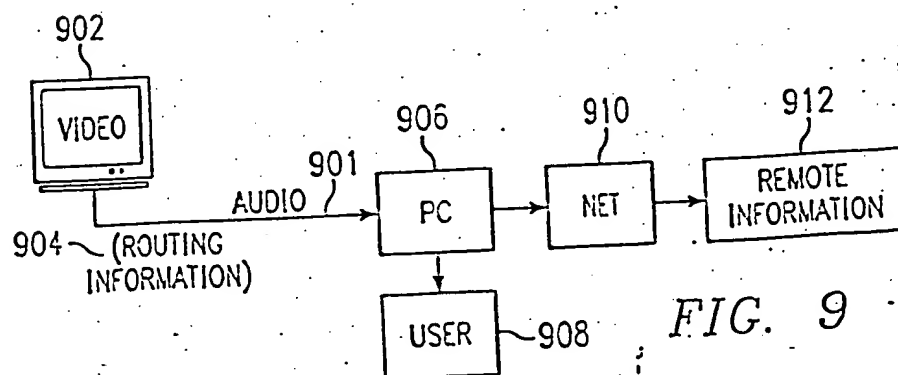
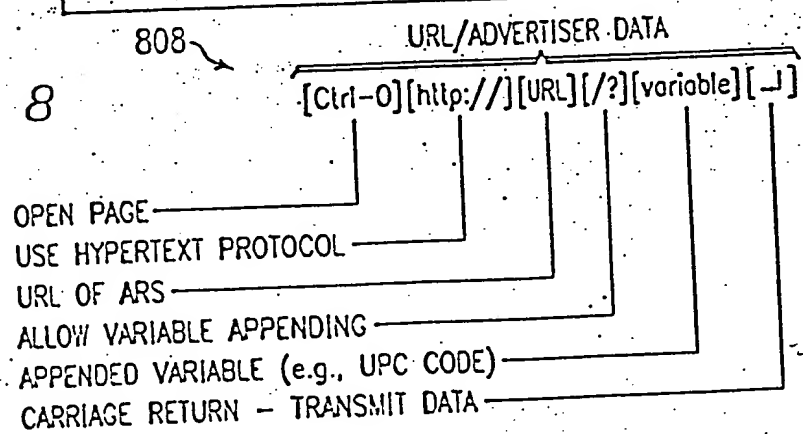
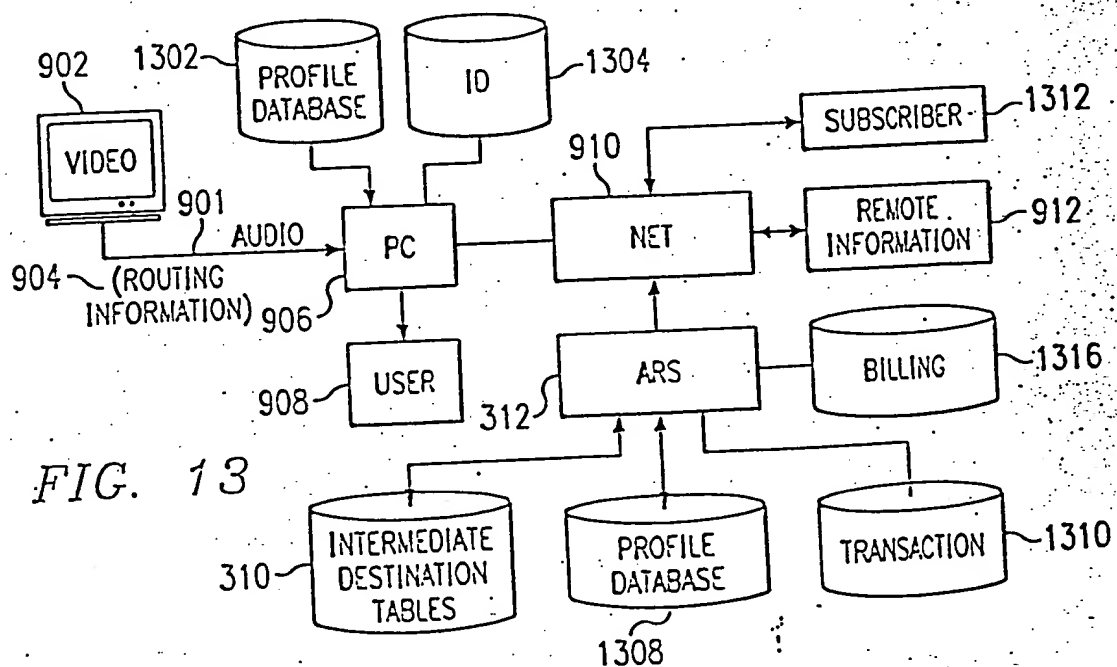
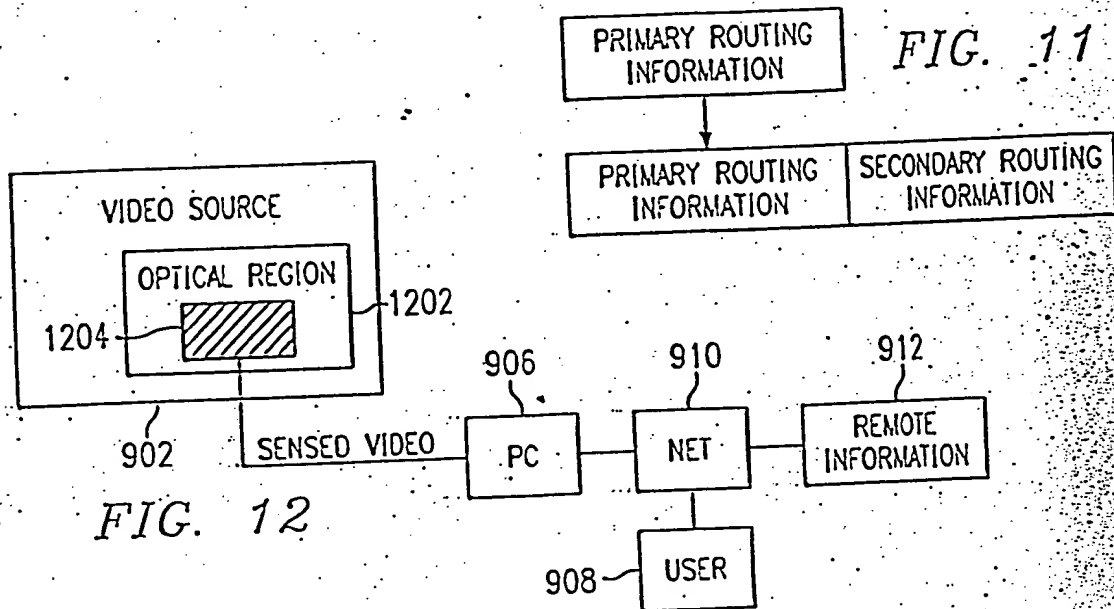
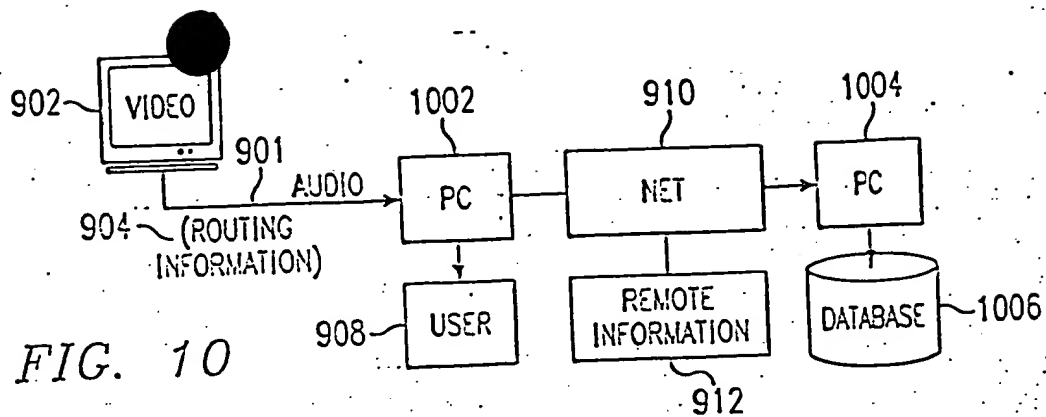
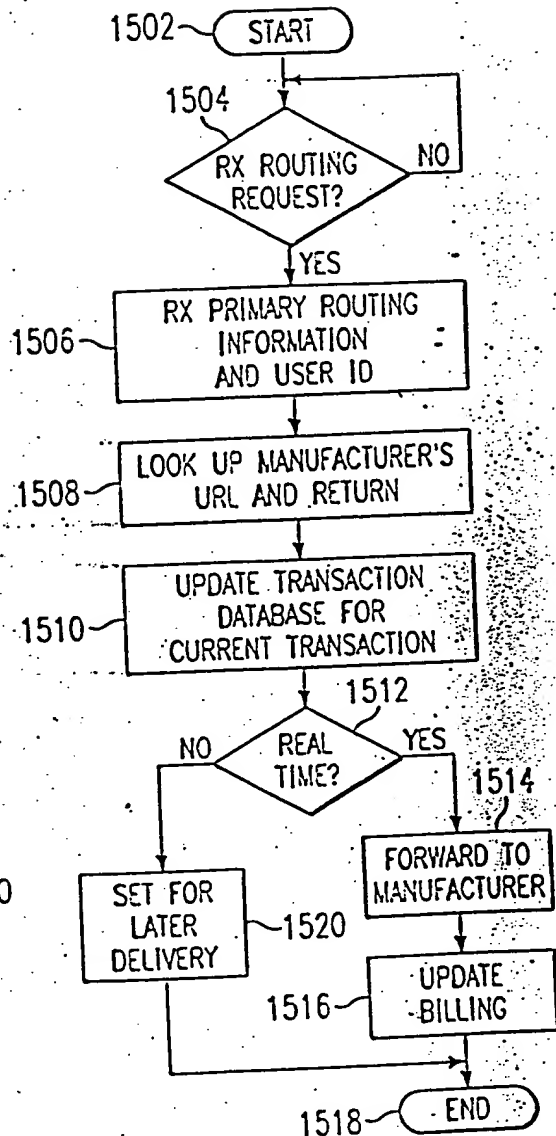
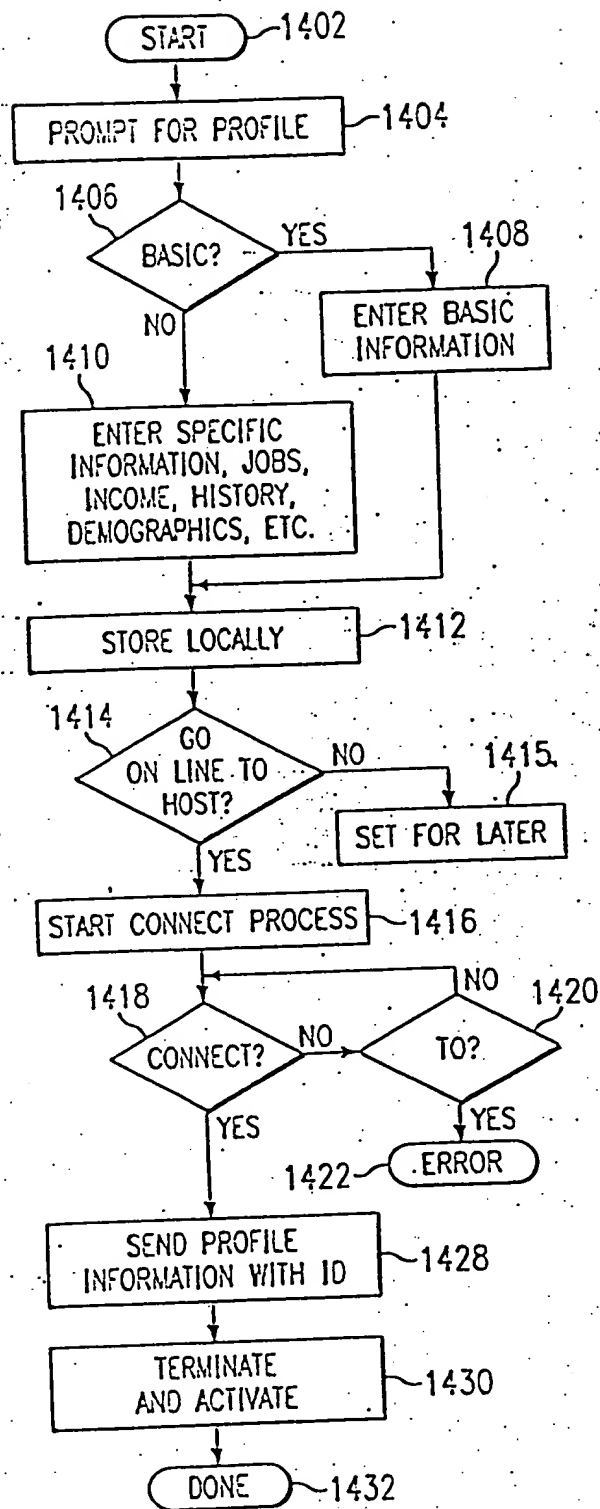


FIG. 9





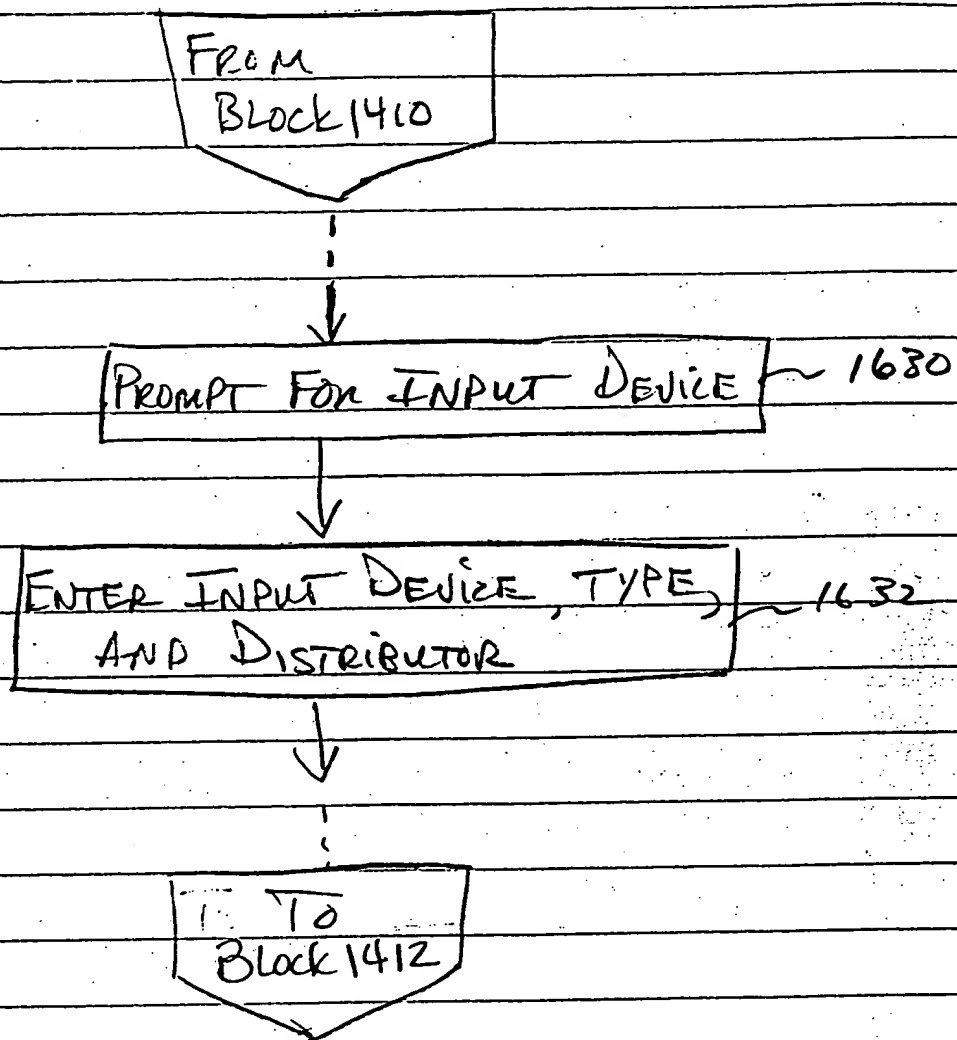


FIG. 16a

FIG. 16

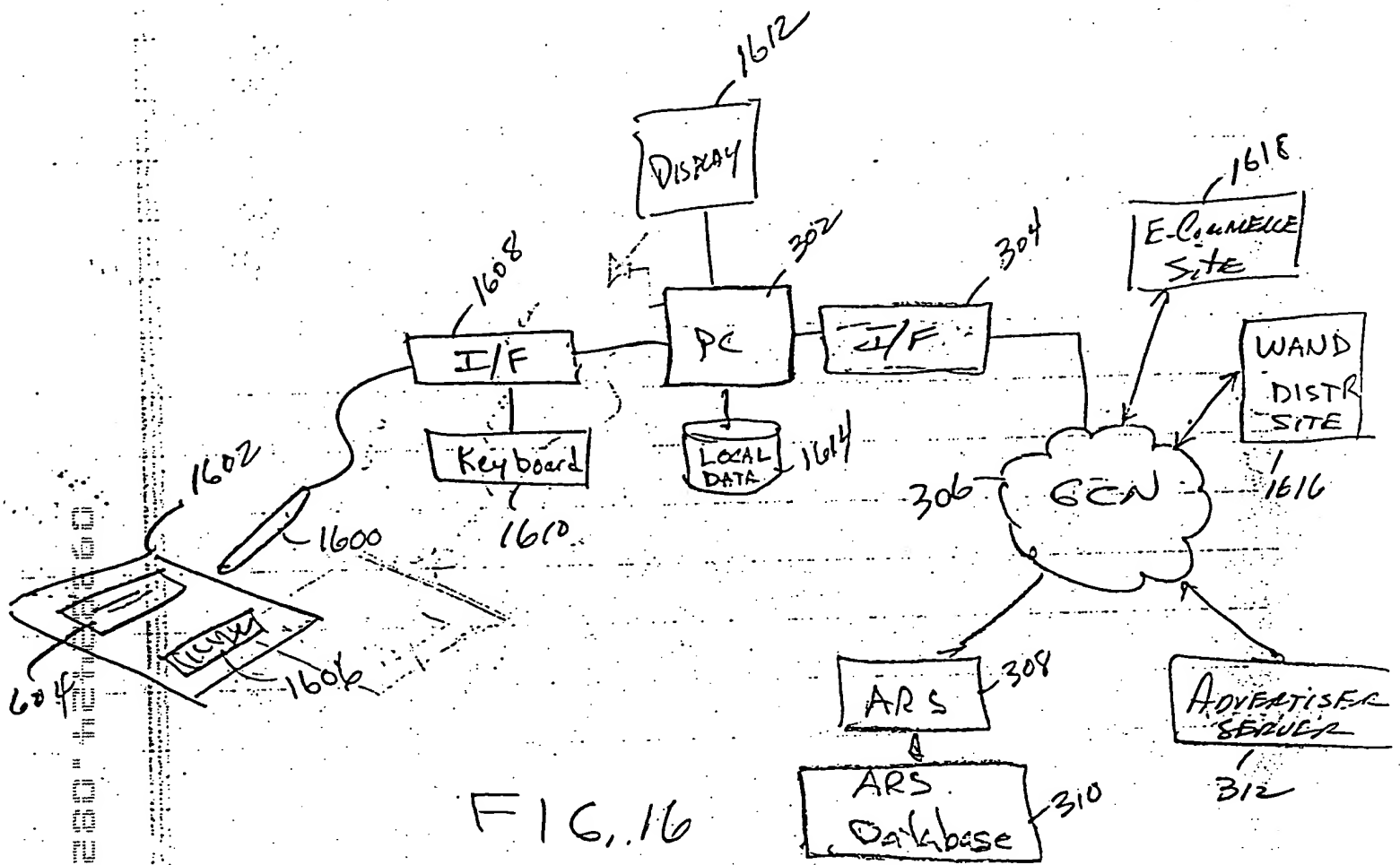


FIG. 16

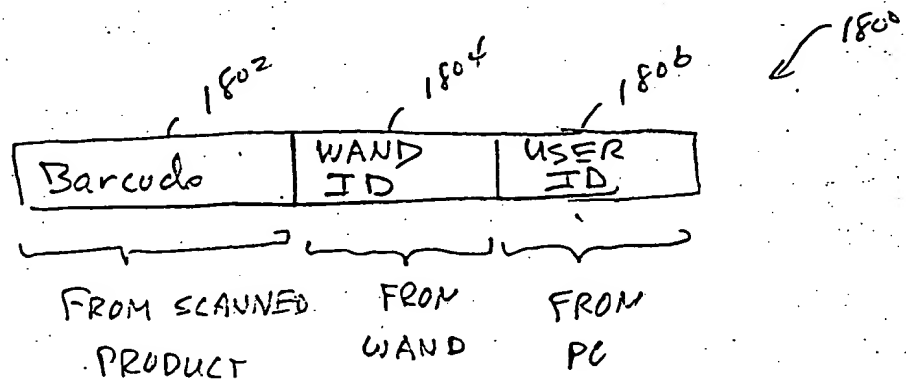


FIG. 18

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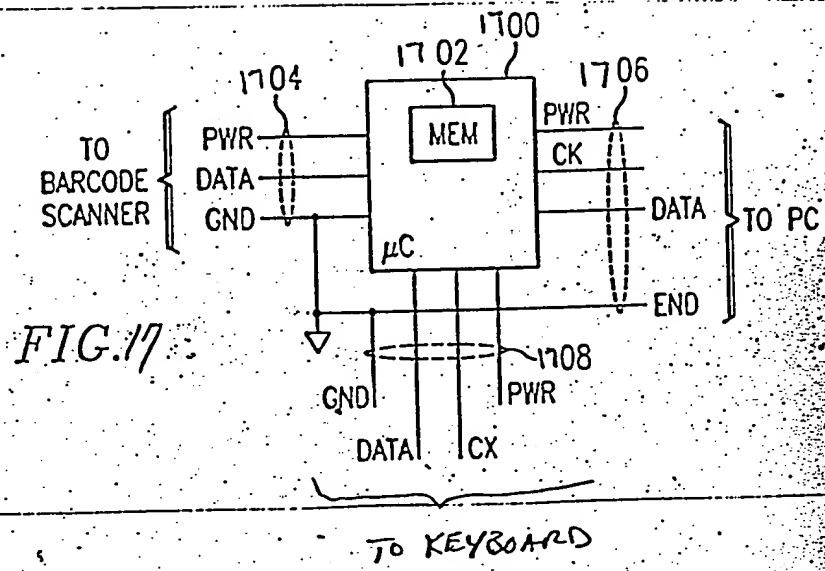


FIG. 17

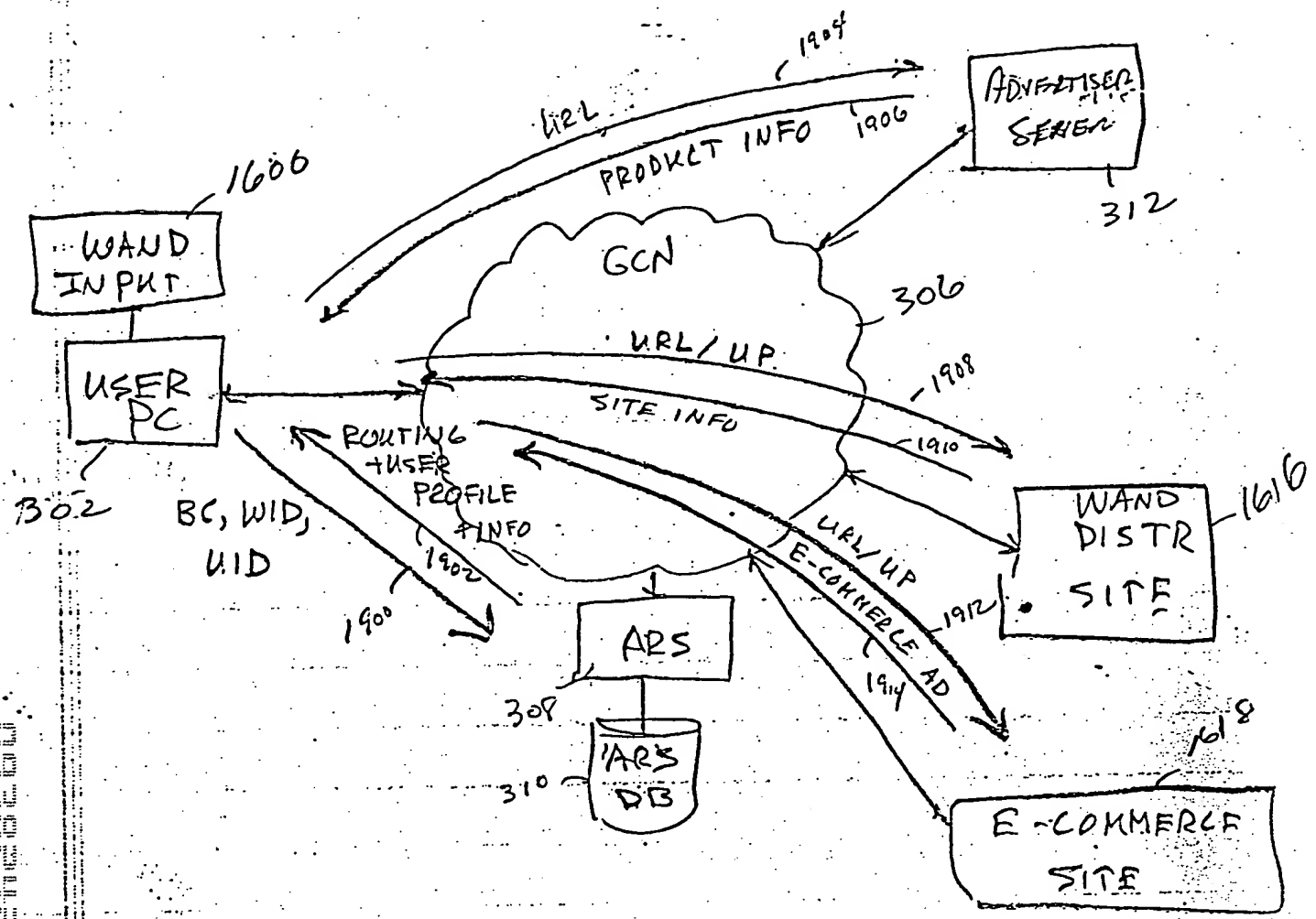


FIG. 19

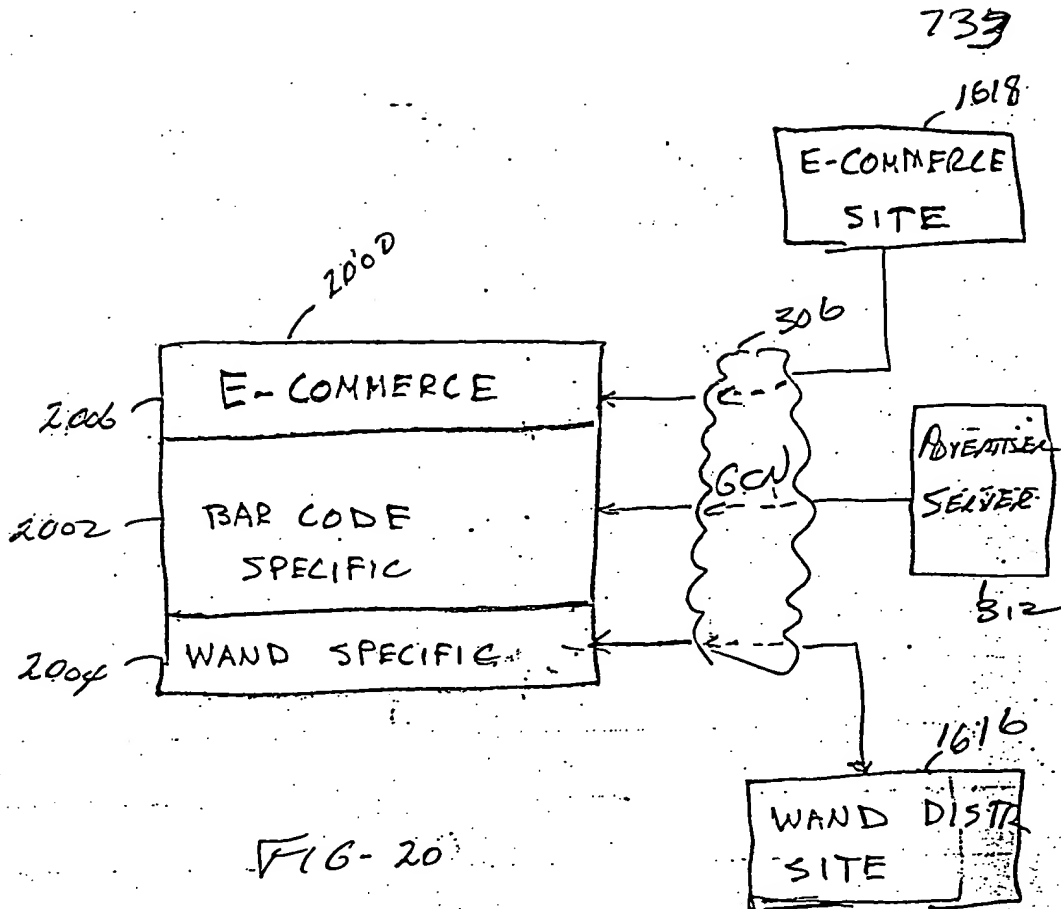


FIG- 20

2100

2102 PRODUCT		2104 WAND		2106 USER	2108 E-COMMERCE	
BC	ROUTE	ID	DISTR	PROFILE	BC	INFO

ARS DATABASE

FIG- 21

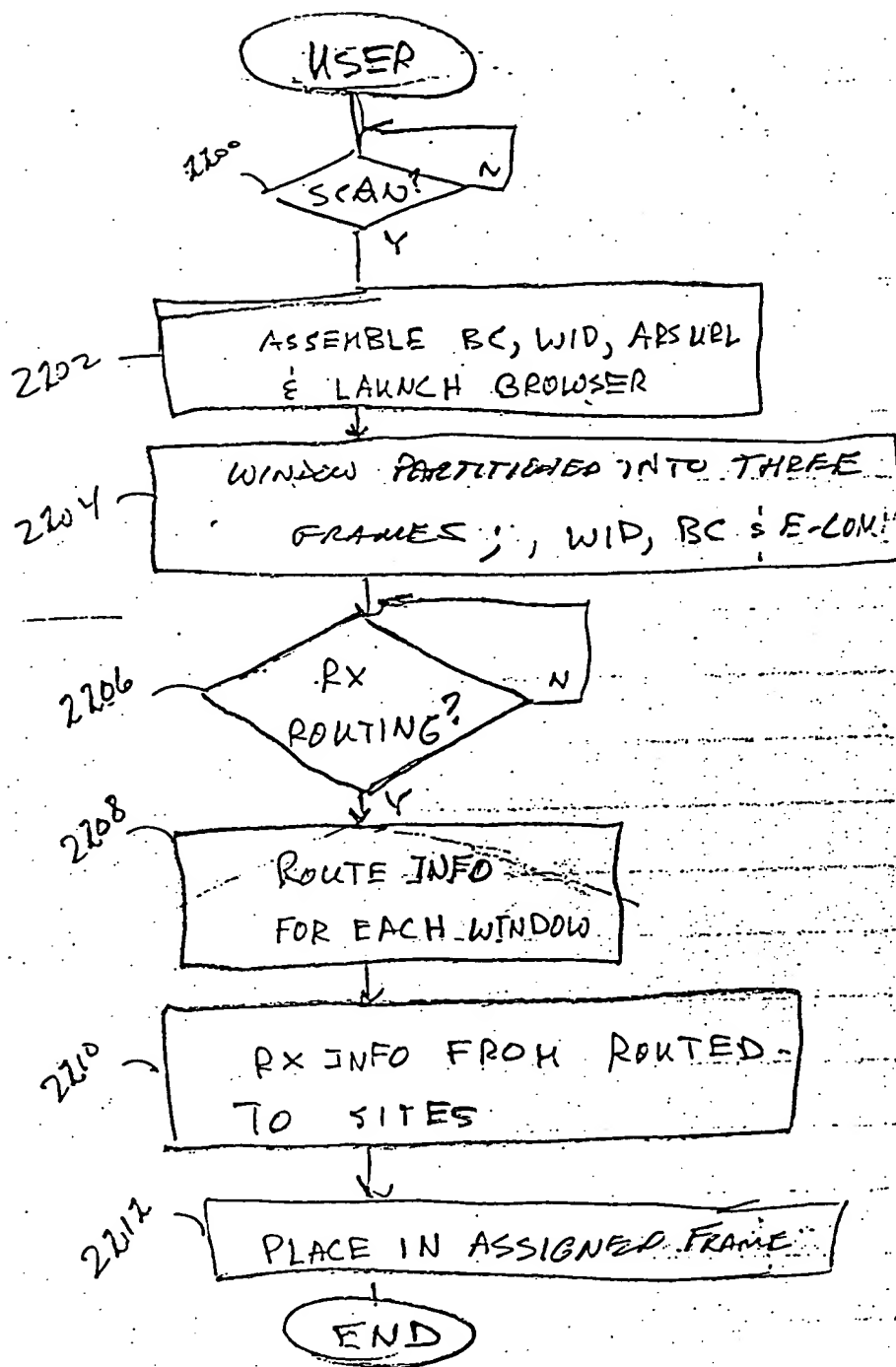


FIG-22

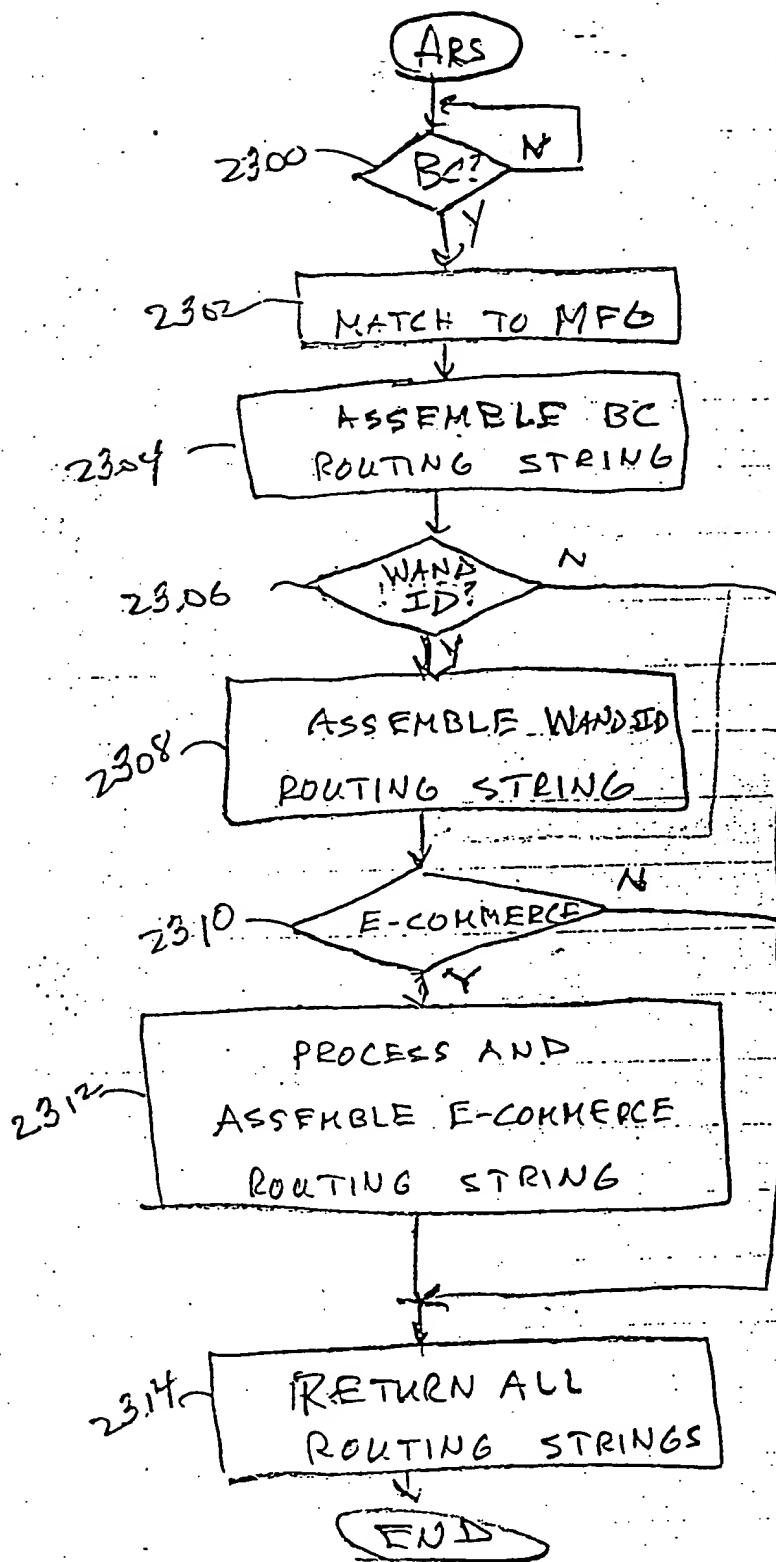


FIG. 23

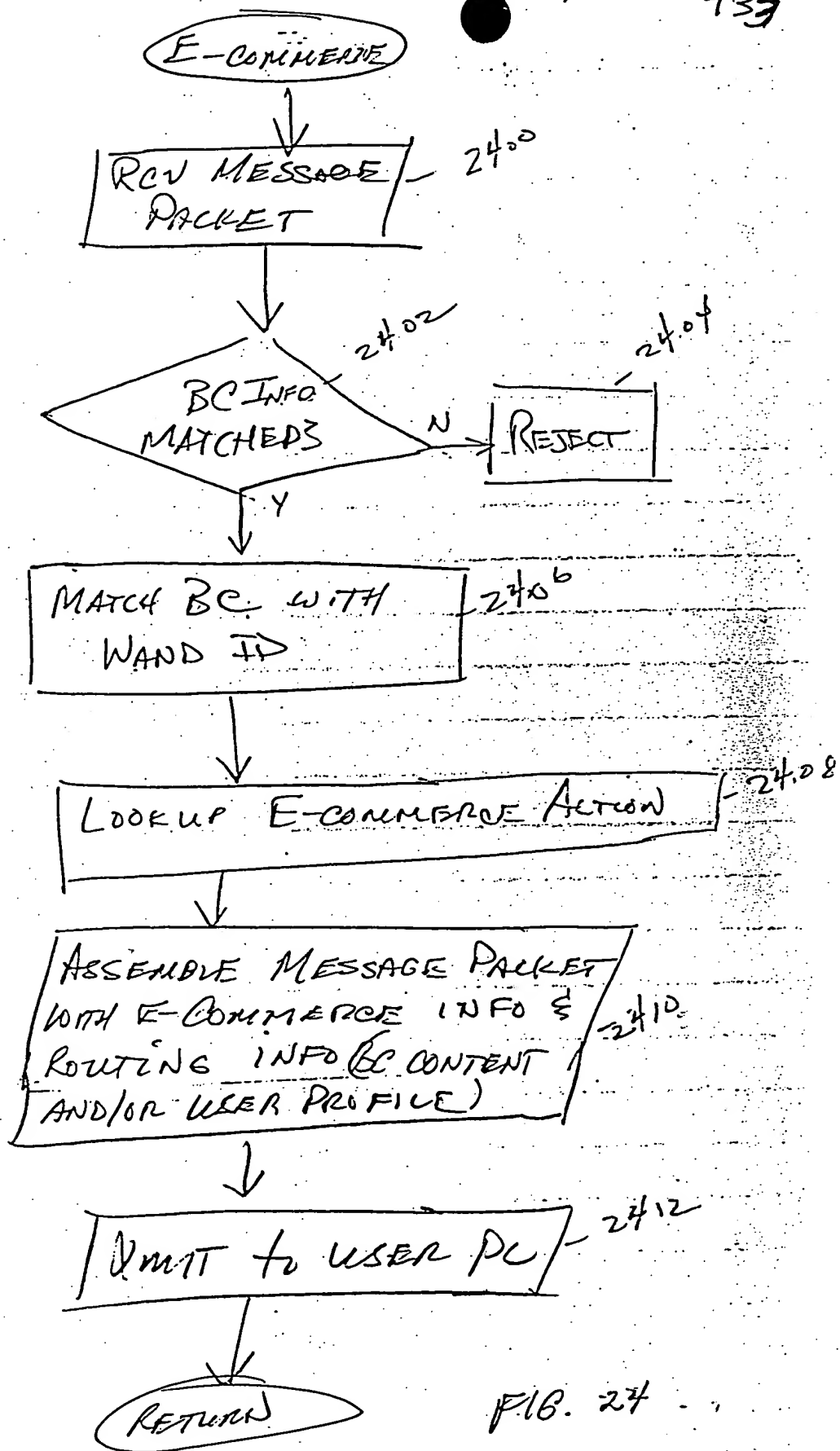


FIG. 24

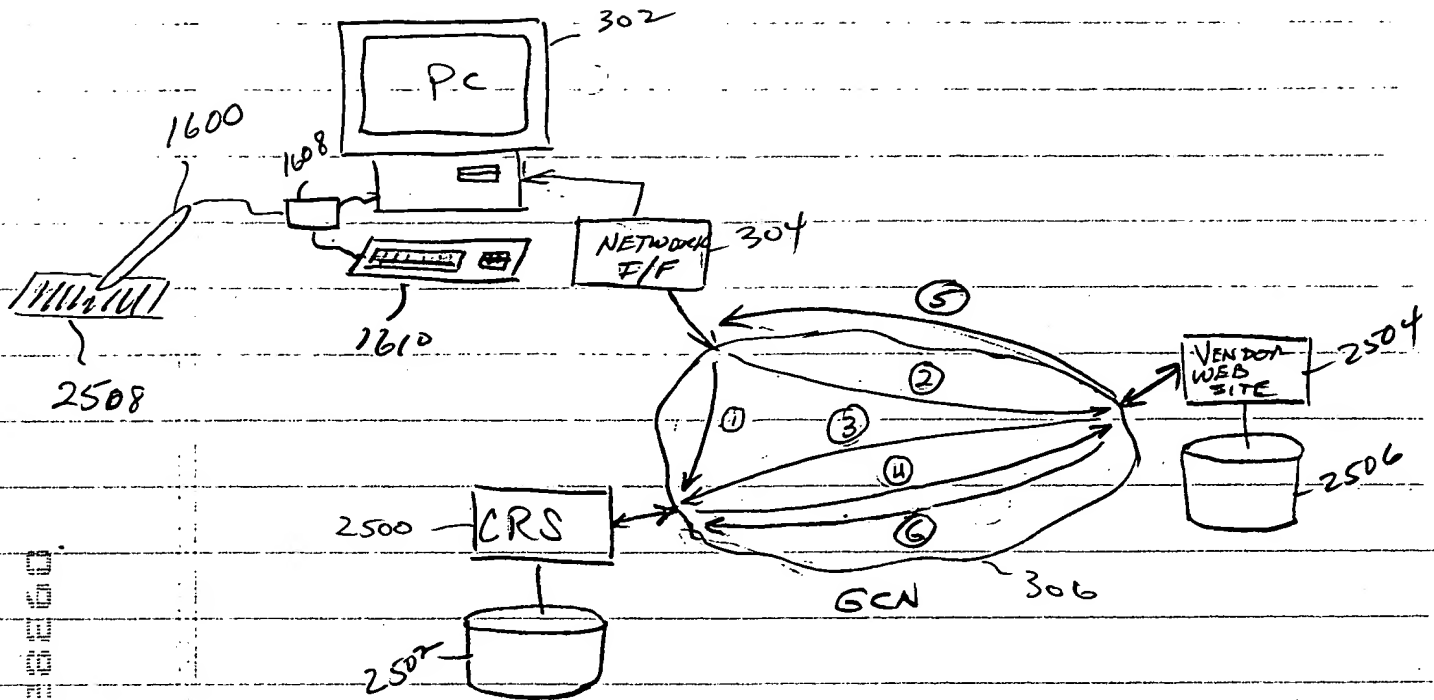


FIG. 25

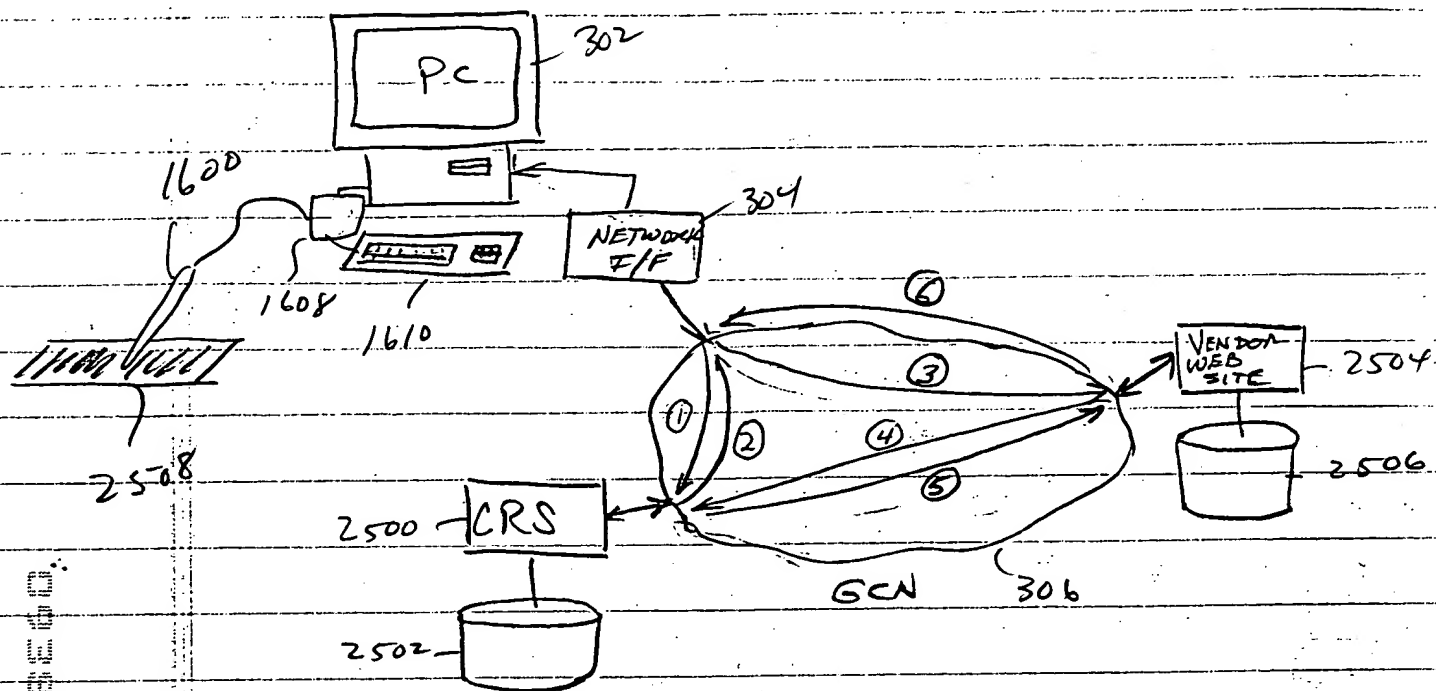


FIG. 2b

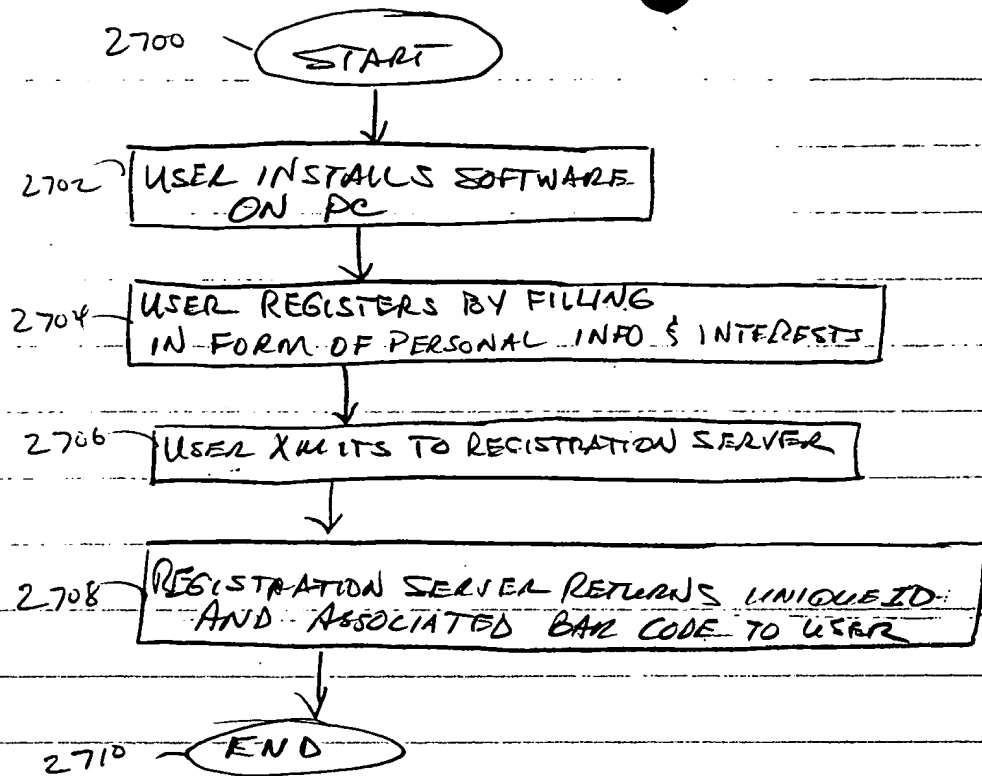


FIG. 27

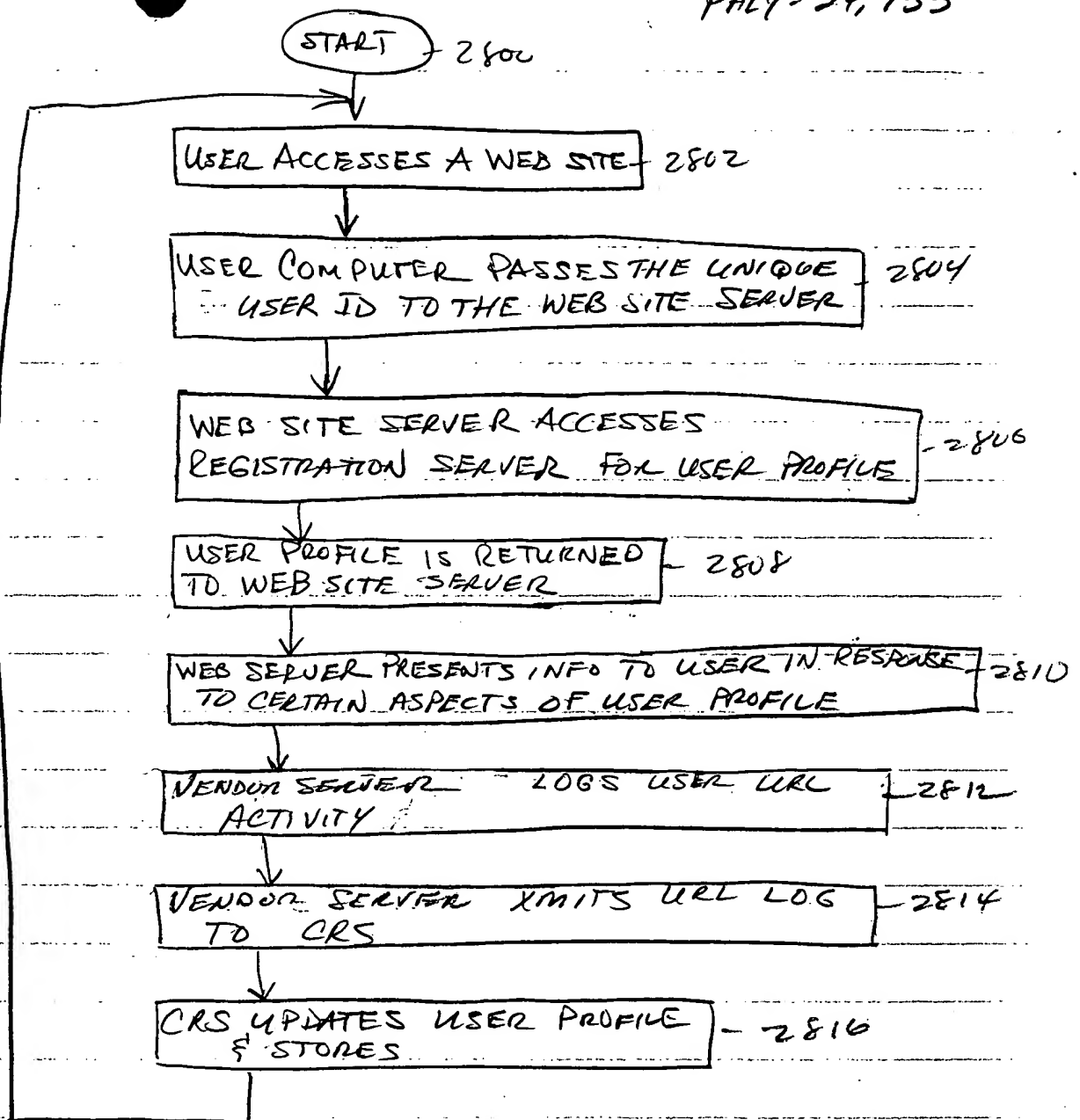


FIG. 28